



# Addison Town Meeting Fall, 2011

Welcome, We're Glad You're Here!

# Defining the “Addison Way”

- Addison consistently offers a unique, innovative, high-quality, vibrant, and fun experience
- Addison offers a variety of options with a welcoming personal touch in a safe, convenient, and environmentally responsible community

# Strategic Planning

# Strategic Planning

---

## THE PROCESS

- **Planning**
  - Discussion of overall process and development of the **Role of the Council**
  - Conducted the Organizational Assessment to identify strengths and weaknesses
- **Assessed Opportunities**—at local, regional, state levels (construction, economy, employment, etc.)
- **Assessed Threats**—at local, regional, state levels (oil prices, construction, recession, decreased needs for office space, etc.)

# Strategic Planning

---

## THE PROCESS

- **Timing**—Developed “Value Proposition”
  - A Value Proposition is a fundamental way in which an organization chooses to deliver value to its customers. It can be defined in three ways:
    - Best Total Cost
    - Best Products
    - Best Total Solution
- **Vision 2011**—Developed Council’s Vision for the Town
- **Goals and Strategic Planning**—Brainstorm goals, consolidate business unit strategies, prioritize and determine highest impact on the Town, approve and align all strategies

# Strategic Planning

---

## VALUE PROPOSITION—BEST PRODUCT (INNOVATION, CREATIVITY)

- **Role of Council:** To set direction for the Town (to have a vision). To communicate to, and get buy-in from, our stakeholders. To develop policies that allow the City Manager to successfully execute and implement that vision. This includes:
  - Communicating with residents, businesses, and regional partners,
  - Being good financial stewards, and
  - Providing a positive “face” for the Town
- **Vision 2011:** Addison is a thriving community that delivers superior services and a safe, clean, high-quality experience. This vision is the “Addison Way,” to our residents, businesses, visitors, and other stakeholders.
  - We will lead the “Way” in creativity, innovation, and fiscal responsibility within a culture of excellence

# Strategic Planning

---

## VALUE PROPOSITION—VALUES AND GOALS

- **Values**—We strive for our Council, Staff, and Town to be:
  - Respectful
  - Responsible
  - Open
  - Honest
  - Mindful
  - Creative
  - Trustworthy
  - Fun
  
- **Goals**—For our Council, Staff and Town:
  - Increase revenues by at least 6% (to \$28.5 mm) while holding the tax rate to \$.55 or less, and reserves to at least 25%
  - Mindful stewardship of Town resources
  - Create raving fans of the “Addison Way”
  - Maintain and enhance our unique culture

# Strategic Planning

---

## SEVENTEEN STRATEGIES

- Look for operational efficiencies without decreasing our level of service: outsource fleets, services, sell/lease space, etc., cooperative purchasing, resource sharing/bidding professional services, revise initiatives often
- Fill office space
- Create and implement a comprehensive marketing strategy
- Develop “Next Great Idea”
- Create and implement a comprehensive communication strategy
- Create a comprehensive land use plan
- Raise property values
- Create and implement a strategy for Town-owned real estate to optimize use



# Strategic Planning

---

## SEVENTEEN STRATEGIES

- Implement a comprehensive retail/restaurant strategy
- Enhance trust with staff and employees
- Addison Foundation
- Explore cost sharing
- Expand volunteer opportunities
- Evaluate brand driven traditions
- Formalize a non-profit funding strategy and process
- Magic of hiring process
- Enhance sense of community for all stakeholders

# Recent Addison Highlights

# Recent Addison Highlights



## NEW HOUSING CONSTRUCTION

- Addison issued two permits for multi-family construction—will soon issue one more:
  - Vitruvian Park, Phase III; 401 multi-family units, construction value of \$64 million
  - Keller Springs Lofts; 353 multi-family units, construction value of \$22 million
  - Allegro, Phase II; 121 multi-family units, construction value of \$12 million (issued soon)

# Recent Addison Highlights



## GEORGE H. W. BUSH ELEMENTARY

- First day of school, August 22—Principal Dash, teachers, Council members greeted students
- Over 600 students are getting a first-class education—we are proud to have the Bush Patriots call Addison home!

# Recent Addison Highlights



## ***VISIT ADDISON!***

- Visit Addison! opened in early September—partnership with the Craft Guild
- Offers travel, dining and hotel information, art classes, event space and more!
- Renting out gallery and event spaces
  - Hosted gallery exhibit, future exhibits are in final planning stages
- Craft Guild art classes underway—pottery, glass blowing, book and jewelry making
- Craft Shop sells master artisan works made on-site at Visit Addison! art studios

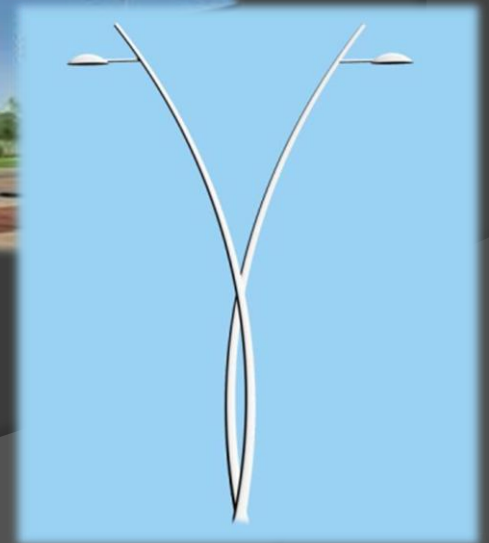
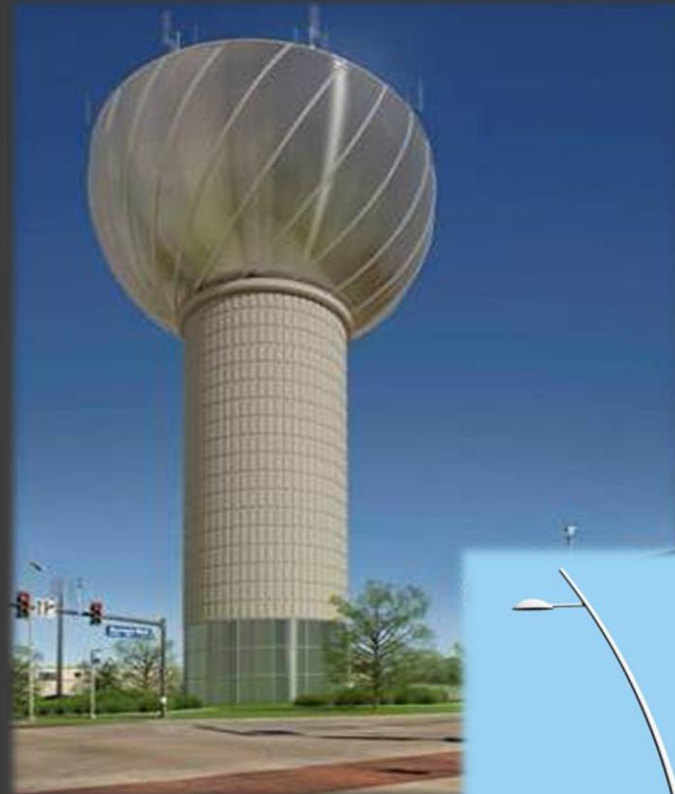


# Recent Addison Highlights

## PROJECTS

### Merger of Art & Technology

- Addison's new water tower is going up—and up!
  - Bowl slated to be lifted in early December
  - 1.5 million gallon capacity
  - 8 turbines on top, 1 on ground, capable of generating 70,000 kwh per year
  - Educational Center
- Visit Belt Line Road streetscape redevelopment project underway
  - Project includes ornate street lighting system, street median patterned pavers, and new median landscaping.
  - Slated for completion in December 2011



# Recent Addison Highlights



## ADDISON AIRPORT

- Addison Airport runway project began in April and completed in August, on-time and under budget
  - Federal grant amount, \$11.6 million
  - Drainage, navigational and instrumentation improvements, runway guard lights

### Fun Facts:

- 1,263 truckloads of asphalt. If you lined the dump trucks bumper to bumper, the traffic jam would stretch more than 7 miles
- 157,700 square feet of runway and taxiway paint. If you painted a 4-inch-wide line, it would stretch 181 miles
- 38.5 acres of seeding and 38,900 square yards of sodding. This is enough to cover 35 NFL football fields

# Recent Addison Highlights

---

## POLICE DEPARTMENT

- Assigned full-time sergeant to the Addison Airport
- Addison's police and fire departments have been working with their counterparts in Farmers Branch, Carrollton and Coppell on ways to share resources and combine services.
  - Under consideration are combining jail operations, a shared public safety radio system and combined dispatch center

## FIRE DEPARTMENT

- Working on earning the Storm Ready Community designation from the National Weather Service
- Working toward achieving international accredited agency status—approval will highlight our meeting of industry best practices and high level of community service
- Replaced an aging ambulance with a new 2011 Ford Ambulance



# Recent Addison Highlights

---

## VOLUNTEERS MAKE FUN HAPPEN!

- Addison is known for big events—and the Town couldn't do any of them without the help and support of our generous volunteers!
  - This year, Addison Advocates volunteer program included over 3,700 volunteer hours donated, valued at over \$79,000, almost double the previous year

## ADDISON SPECIAL EVENTS

- Our special events continue to attract more than 500,000 people annually to Addison and have an annual economic impact of over \$5 million
- Increasing in visibility
  - *KaboomTown* rated #3 in the country by AOL/Huffington Post
  - *Oktoberfest* is rated on of the most authentic outside of Munich by *USA Today* and *Forbes Magazine*
  - *Oktoberfest* attendance was up 30% over last year—we hosted approximately 70,000 people in 2011!

## ADDISON CELEBRATES SPECIAL ANNIVERSARIES IN 2012!

- *Taste Addison*—20 years
- *Oktoberfest*—25 years
- *WorldFest*—5 years

# Cost of Governance

# Cost of Governance

---

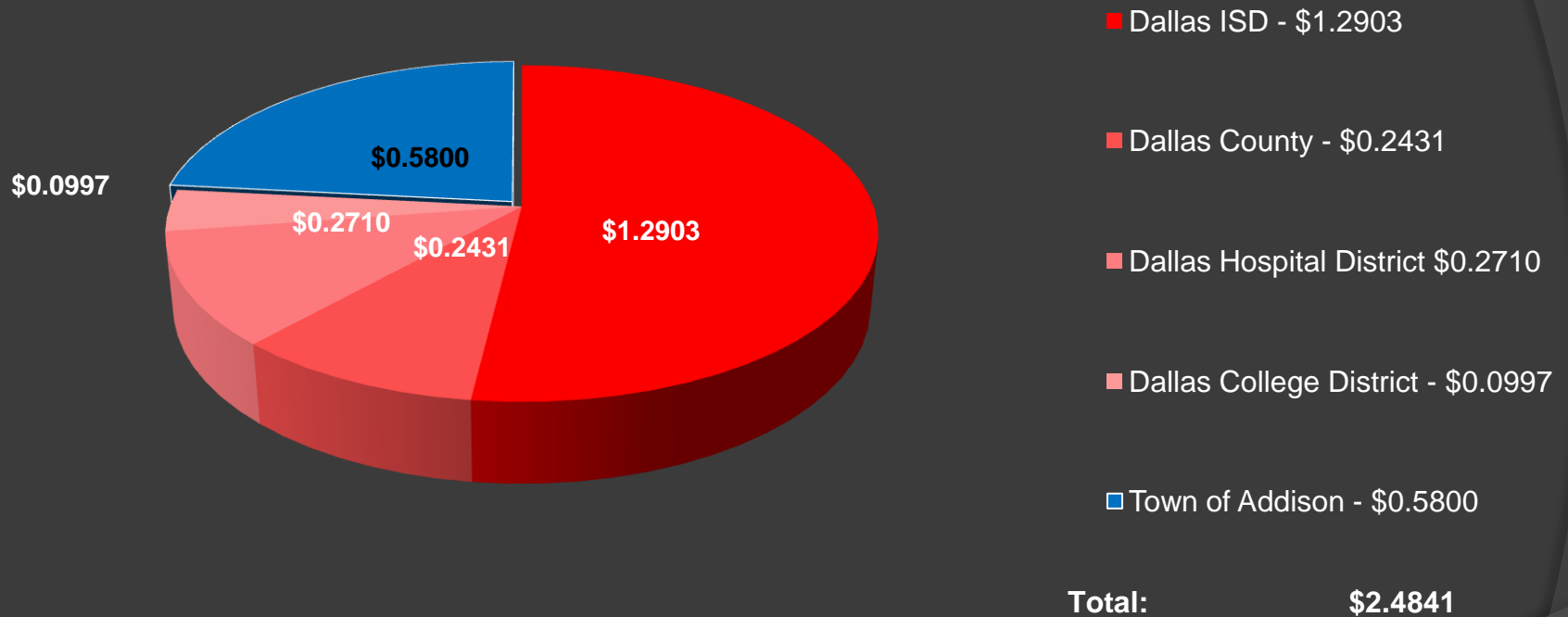
Property Tax Bill (Addison)	
Taxable Home Value	\$300,000
Addison Tax Rate	\$0.5800
Annual Property Tax Bill	\$1,740
Monthly Property Tax Bill	\$145

Other Average Monthly Costs	
Mid-Tier Cable TV Package	\$75.00
Mid-Tier Internet Package	\$50.00
Smart Phone Dataplan	\$50.00
Daily coffee at Starbucks	\$50.00
Basic Weekly Lawn Care	\$100.00
Total	\$325.00

# Cost of Governance

Town of Addison - Fiscal Year 2012				
	Expenditures*	Percentage	Cents of Tax Rate	On monthly tax bill
Police	\$7,370,810	22%	12.82	\$32.05
Fire	\$5,910,950	18%	10.28	\$25.70
Parks	\$2,756,760	8%	4.79	\$11.99
Streets	\$1,564,810	5%	2.72	\$6.80
Athletic Club	\$1,484,820	4%	2.58	\$6.46
City Manager's Office	\$1,429,030	4%	2.49	\$6.21
Information Technology	\$1,259,530	4%	2.19	\$5.48
Dispatch	\$1,171,290	4%	2.04	\$5.09
Development Services	\$892,620	3%	1.55	\$3.88
Finance	\$890,720	3%	1.55	\$3.87
Fleet and Facility	\$780,940	2%	1.36	\$3.40
Combined Services	\$616,730	2%	1.07	\$2.68
Human Resources	\$566,870	2%	0.99	\$2.46
Municipal Court	\$499,640	1%	0.87	\$2.17
Council Projects	\$269,570	1%	0.47	\$1.17
Debt Service	\$5,886,670	18%	10.24	\$25.59
Total	\$33,351,760		58.00	\$145.00

# Cost of Governance



# Cost of Governance

---

## Fiscal Year Tax Rate Comparison With Area Cities

Dallas	\$0.7970
DeSoto	\$0.7574
Duncanville	\$0.7377
Garland	\$0.7046
Coppell	\$0.6905
Cedar Hill	\$0.6859
Grand Prairie	\$0.6700
Mesquite	\$0.6400
Richardson	\$0.6352
Carrollton	\$0.6179
Irving	\$0.5958
Addison	\$0.5800
Farmers Branch	\$0.5295
Plano	\$0.4886
Sunnyvale	\$0.4080
University Park	\$0.2785
Highland Park	\$0.2200

# Cost of Governance

	General Fund	Hotel Fund	Airport Fund	Utility Fund
Beginning Fund Balance	\$ 9,397,280	\$ 2,379,370	\$ 1,601,980	\$ 2,364,190
Revenues:				
Ad valorem tax	10,812,470	-	-	-
Non-property taxes	10,305,340	4,100,000	-	-
Franchise fees	2,597,000	-	-	-
Licenses and permits	728,490	-	-	-
Intergovernmental	-	-	50,000	-
Service fees	1,408,460	1,727,000	665,540	10,754,700
Fines and penalties	1,143,500	-	-	73,500
Rental income	153,000	759,750	3,488,020	-
Interest & other income	77,730	15,800	31,620	(35,600)
Total Revenues	27,225,990	6,602,550	4,235,180	10,792,600
Expenditures:				
General Government	6,142,710	-	-	-
Public Safety	14,481,160	-	-	-
Urban Development	902,300	-	-	-
Streets	1,648,510	-	-	-
Parks & Recreation	4,456,200	-	-	-
Tourism & Economic Development	-	6,533,530	-	-
Aviation	-	-	3,590,930	-
Utilities	-	-	-	7,644,650
Debt service	-	-	390,090	2,214,630
Capital projects and other uses	-	-	957,300	2,330,000
Total Expenditures	27,630,880	6,533,530	4,938,320	12,189,280
Transfers to other funds		(670,000)		
Ending Fund Balance	\$ 8,992,390	\$ 1,778,390	\$ 898,840	\$ 967,510
Balance as of % of Operating Exp	32.5%	27.2%	25.0%	12.7%

# Budget Summary, FY 2011-2012

---

## MAJOR ITEMS OF INTEREST

- Budget appropriates \$61,773,780, a decline of \$15,956,540, or 20.5% less than the previous year's budget.
  - The decline is attributed to a reduced scope of projects related to the Vitruvian Park urban residential development
- Revenues total \$56,960,950, a net decline of \$342,420, or 0.6% compared to the previous year's budget.
  - The decline is primarily due a reduction in intergovernmental revenue, capital grants, etc.
  - Other than grant funds, significant variations in revenue sources include:
    - Property taxes are projected to be up \$1,433,900 from the previous year, primarily due to an increased tax levy and new construction associated with the Vitruvian Park development and the Methodist Hospital for Surgery
    - Non-property taxes (sales, alcoholic beverage, and hotel occupancy) are up a net \$517,560 or 3.7% due to an expanding regional economy
- Budget reflects a 5% increase in water and sewer rates that increases utility revenue by \$580,530. Fee increases are also planned for Conference Centre rental and the establishment of a library card fee and a business license fee.



# Budget Summary, FY 2011-2012

---

## MAJOR ITEMS OF INTEREST

- The property tax rate was increased to 58.00¢ per \$100 assessed valuation, up 5.00¢ from the previous year.
  - Increased rate offsets the decline in property values and provides an additional \$457,580 for the Town's annual debt service.
  - Total property tax levy is budgeted at \$17,562,650 which is 8.3% more than the FY2011 levy.
- Appraised values for 2011 (used for fiscal year 2012 levy) total \$3,028,042,600, a decline of 1% from certified 2010 values.
  - With the proposed tax rate, the city property taxes paid by the average homeowner in Addison will total \$1,276.02, or \$81.22 more than last year's average.
- Total staffing (all funds) is at 261.2 FTE (full-time equivalent), a net decline of 0.3 FTE in Workforce
- The budget envisions over \$5.3 million being spent on capital projects that include:
  - Completion of the new water storage tank \$2,280,000
  - Rehabilitation of Taxiway A at the Airport (local match) \$817,300
  - Miscellaneous street and park projects \$2,013,410

*(Note: Project amounts reflect anticipated expenditures for the year; total project budgets are greater than the amounts shown.)*

# The Solution to Reducing our Taxes??

- Finding Governmental efficiencies
- Growing our Tax base

# Upcoming Addison Happenings

# Upcoming Addison Happenings

---

## THE “ADDISON WAY”

- WorldFest—Travel the World in a Weekend
  - October 22-23, Addison Circle Park. Admission is Free. Noon to 6:00 pm each day
- Art & Wine Stroll—Grand Opening of Vitruvian, Addison’s Newest Park
  - October 27 & 28, Vitruvian Park. Admission is Free, tickets required for wine package. 7:00-11:00 pm each night
- Global Business Connection—A Partnership between Addison and World Affairs Council
  - November 2, Bent Tree Country Club. Cost is \$24. Starts at Noon
  - Guest speaker is Paula Caldwell St-Onge, Council General of Canada

# Upcoming Addison Happenings

---

## THE “ADDISON WAY”

- 10<sup>th</sup> Annual Bookworm Bash
  - November 4-5, Pavilion at Addison Circle Park. Admission is Free. 9:00 am-6:00 pm
  - Donate used gently used books at any Addison municipal building
- Annual calendar will have a new look in 2012—we’re going all digital!
  - Town calendar will be interactive and capable of uploading your information into a personalized Addison calendar
  - Addison likes to stay on the cutting edge so moving to digital is a natural choice, as well as a green and cost savings benefit
- Please be sure to check out the Town Blog and Newsletter at [www.addisontx.gov](http://www.addisontx.gov)

# Addison Q&A